



KSHB-TV

ORDER

Print Date 08/10/12 Page 1 of 3

Flight Dates **08/11/12-08/22/12**

Contract / Revision **307615 /**

Original Date / Revision
08/10/12 08/10/12

Advertiser **DSCC IE**

Agency **Great American Media**

Buying Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Product

DSCC IE

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue NW - Suite
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1597**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	53	\$26,158.75	\$30,775.00	0.00	07/30/12	08/22/12	53	\$26,158.75	\$30,775.00
Totals	53	\$26,158.75	\$30,775.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	08/13/12	08/22/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	4	\$500.00	P-2	0.00 NM	7	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWTF--		4			\$500.00		0.00			
Week:		08/18/12	08/24/12	MTW----		3			\$500.00		0.00			
N 2	KSHB	08/18/12	08/18/12	Sa 8-10a Sa 8-10am	CM	8a-10a	-----S-	:30	1	\$250.00	P-1	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/12	08/24/12	-----S-		1			\$250.00		0.00			
N 3	KSHB	08/19/12	08/19/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$250.00	P-2	0.00 NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		08/18/12	08/24/12	-----S		1			\$250.00		0.00			



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Contract / Revision **307615** Flight Dates **08/11/12-08/22/12**

Hiatus Dates

Original Date / Revision 08/10/12/ 08/10/12

Order Sep 00:20:00

Advertiser **DSCC IE**

Product **DSCC IE**

Estimate # **1597**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KSHB	08/19/12	08/19/12	Su Today Show Su Today Show	CM	7-8a	-----S	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
N 4	KSHB	08/13/12	08/22/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$125.00	P-3	0.00	NM	3	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWTF--					1	\$125.00		0.00			
Week:		08/18/12	08/24/12	MTW----					2	\$125.00		0.00			
N 5	KSHB	08/13/12	08/22/12	M-F 4-430p Jeopardy	CM	4-430p	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWTF--					2	\$300.00		0.00			
Week:		08/18/12	08/24/12	MTW----					3	\$300.00		0.00			
N 6	KSHB	08/13/12	08/22/12	M-F 430-5p Action News @ 430PM	CM	430-5p	MTWTF--	:30	3	\$300.00	P-2	0.00	NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWTF--					3	\$300.00		0.00			
Week:		08/18/12	08/24/12	MTW----					3	\$300.00		0.00			
N 7	KSHB	08/13/12	08/22/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	MTWTF--	:30	3	\$500.00	P-1	0.00	NM	6	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWTF--					3	\$500.00		0.00			
Week:		08/18/12	08/24/12	MTW----					3	\$500.00		0.00			
N 8	KSHB	08/13/12	08/22/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	3	\$1,100.00	P-1	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWTF--					3	\$1,100.00		0.00			
Week:		08/18/12	08/24/12	MTW----					2	\$1,100.00		0.00			
N 9	KSHB	08/13/12	08/22/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	3	\$800.00	P-1	0.00	NM	6	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWTF--					3	\$800.00		0.00			
Week:		08/18/12	08/24/12	MTW----					3	\$800.00		0.00			
N 10	KSHB	08/11/12	08/11/12	NBC Action News at 5p Oly Sa 5p News	CM	5-530p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	-----S-					1	\$600.00		0.00			
N 11	KSHB	08/13/12	08/22/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	MTWTF--					1	\$1,200.00		0.00			
Week:		08/18/12	08/24/12	MTW----					3	\$1,200.00		0.00			
N 12	KSHB	08/17/12	08/17/12	Friday Prime A Friday Prime A	CM	7-8p	----F--	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/11/12	08/17/12	----F--					1	\$500.00		0.00			
N 13	KSHB	08/18/12	08/18/12	Saturday Prime A Saturday Prime A	CM	7-8p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/18/12	08/24/12	-----S-					1	\$300.00		0.00			
N 14	KSHB	08/18/12	08/18/12	Sat 8-10p Stars Earn Stripes	CM	8-10p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Product **DSCC IE**

Estimate # **1597**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 14	KSHB	08/18/12	08/18/12	Sat 8-10p Stars Earn Stripes	CM	8-10p	-----S-	:30	1	\$300.00	P-3	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/18/12	08/24/12	-----S-					1	\$300.00		0.00		
N 15	KSHB	08/13/12	08/22/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF--	:30	2	\$1,000.00	P-2	0.00 NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	MTWTF--					2	\$1,000.00		0.00		
Week:		08/18/12	08/24/12	MTW----					1	\$1,000.00		0.00		
N 16	KSHB	08/13/12	08/22/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	1	\$150.00	P-2	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		08/11/12	08/17/12	MTWTF--					1	\$150.00		0.00		
Week:		08/18/12	08/24/12	MTW----					1	\$150.00		0.00		
Totals													53	\$30,775.00